

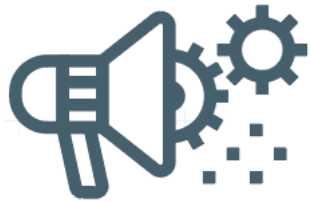


Communication overview

September, 10 2019

What we can do for you

We work with NASA-based teams on a wide range of communications efforts, and our goal is to lay the foundation for effective communications by:



Helping you **to identify**
& **amplify** key messages



Aiding in the **communications**
outreach process

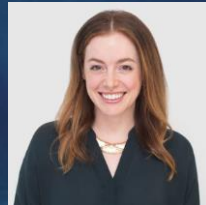


Helping to ensure your work
is **resonating** with the right
people in the right way

Who are we?



Aries Keck
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Lia Poteet
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Charlie Feinerman

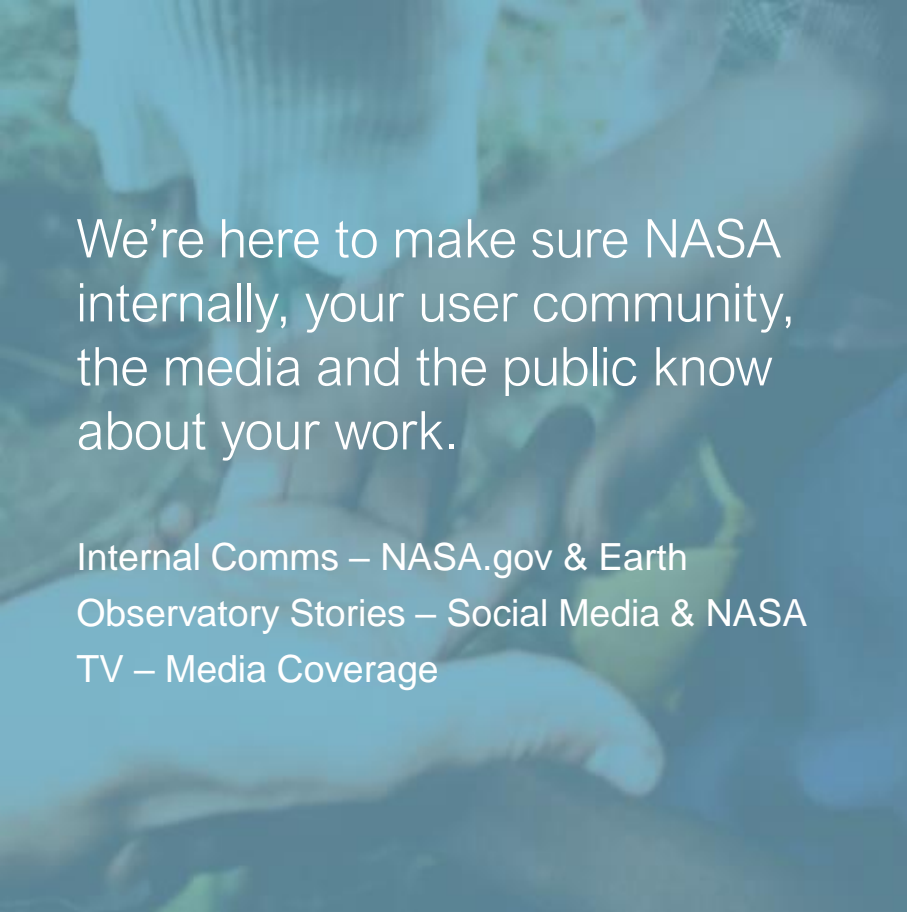


Maddie Ecker



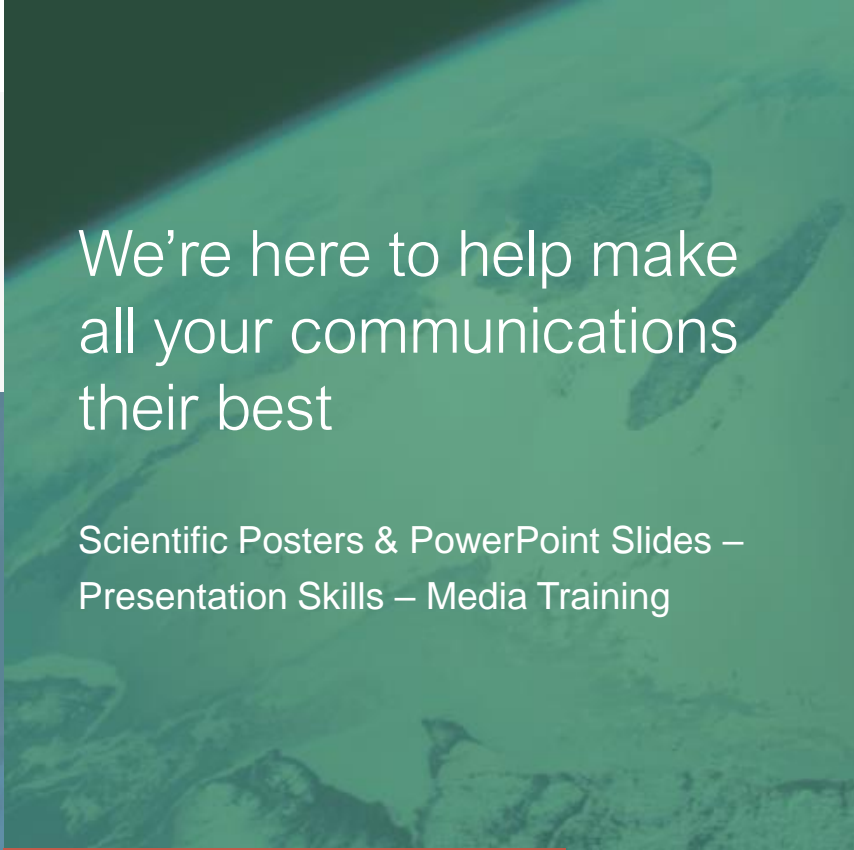
Megan
Peterman

How we can work for you



We're here to make sure NASA internally, your user community, the media and the public know about your work.

Internal Comms – NASA.gov & Earth
Observatory Stories – Social Media & NASA
TV – Media Coverage



We're here to help make all your communications their best

Scientific Posters & PowerPoint Slides –
Presentation Skills – Media Training



Amplifying Your Work Through Storytelling

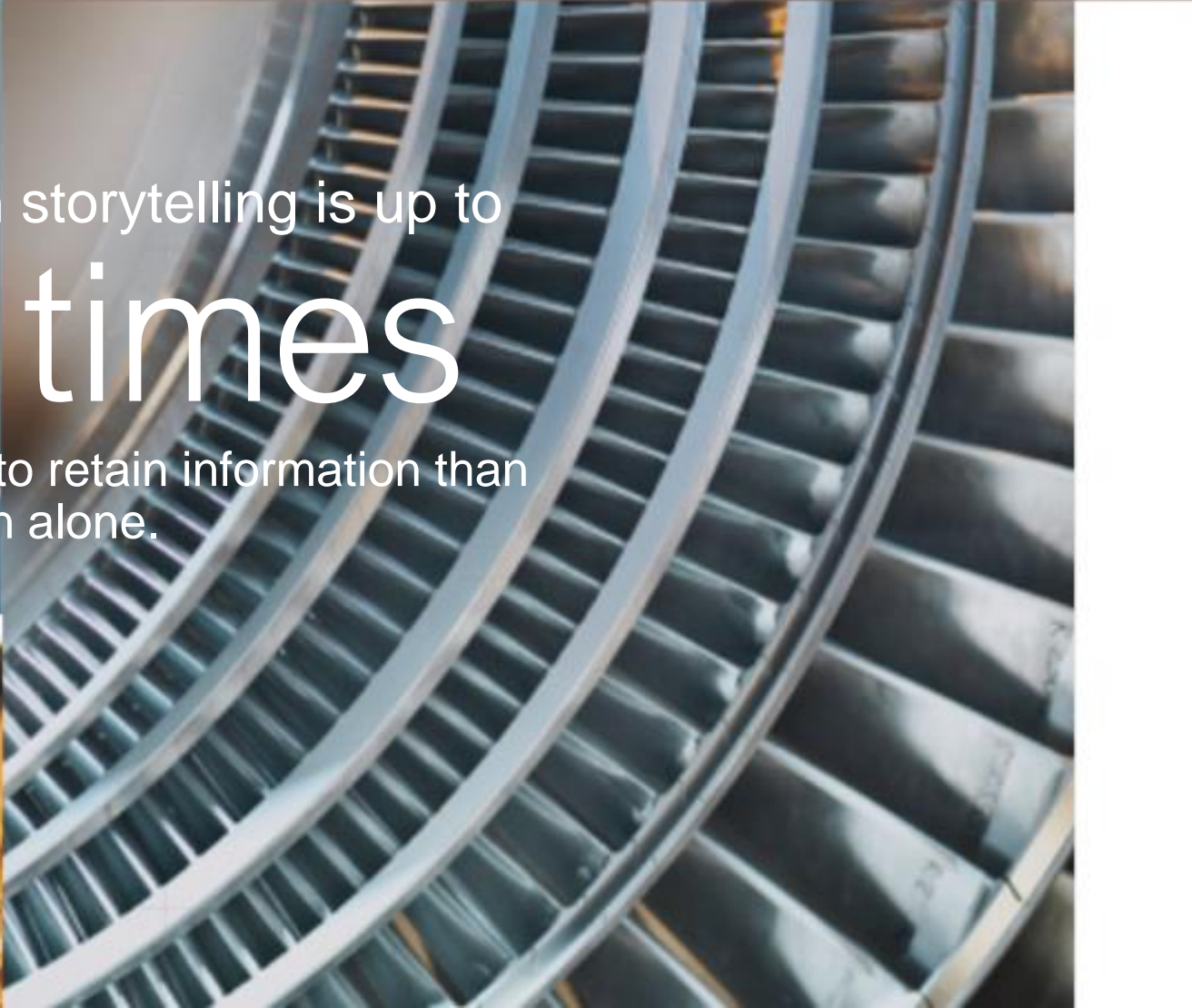




Studies have shown storytelling is up to

seven times

as effective of a means to retain information than providing the information alone.



Personal stories as presentation hooks

Stories are a great way to engage your audience quickly, make sure yours is:

Relatable — engages your audience

Relevant — ties into your work

Real — your emotions/passion go a long way towards engaging the audience



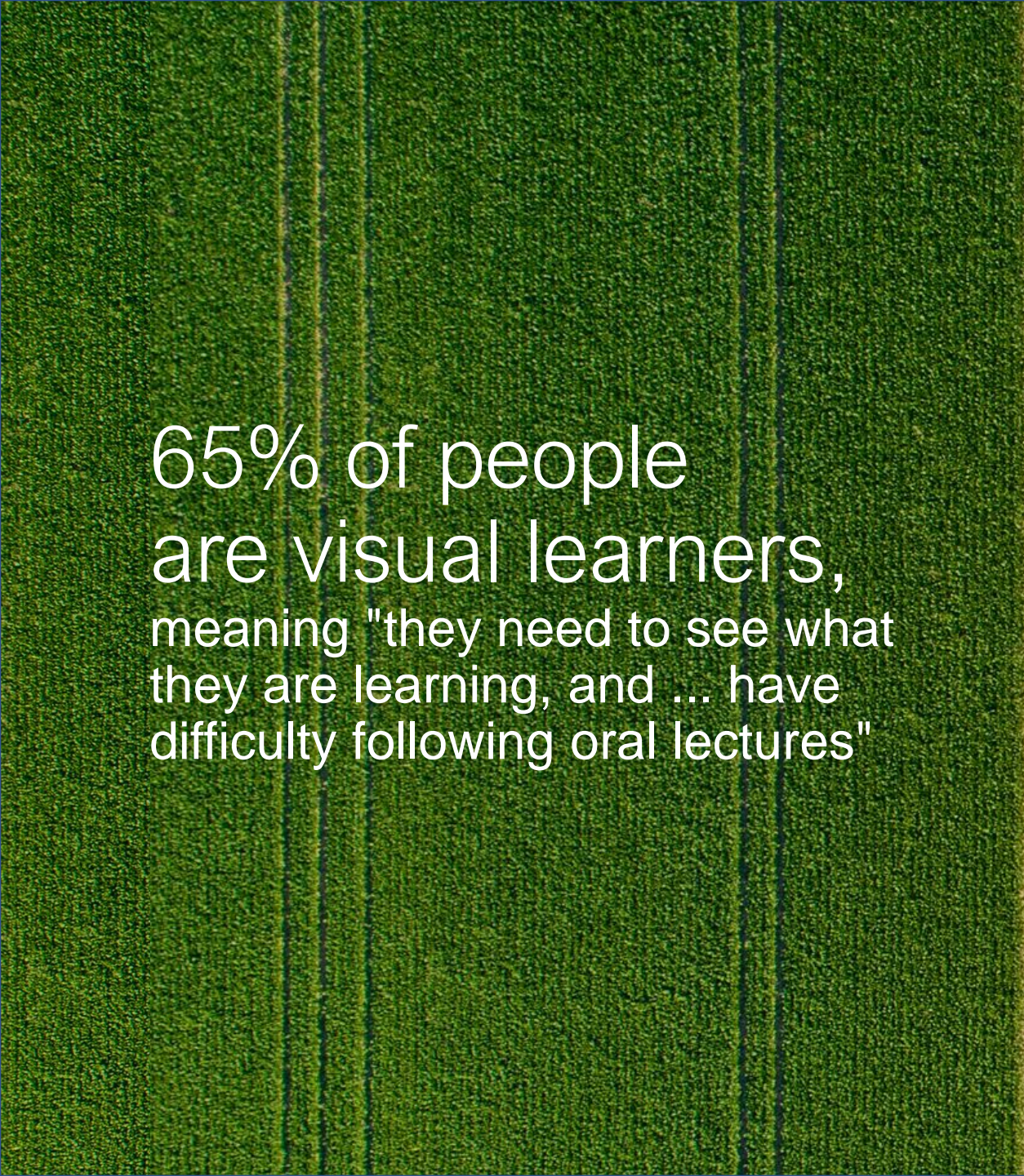
Clarity




What does your audience need to know?

Get to the point

What is the one thing the audience should remember?



65% of people
are visual learners,
meaning "they need to see what
they are learning, and ... have
difficulty following oral lectures"



Bradford, William C., Reaching the Visual Learner: Teaching
Property Through Art (September 1, 2011). The Law Teacher Vol.
11, 2004. Available at SSRN: <https://ssrn.com/abstract=587201>

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Two Elements of a Strong Presentation

Content

Design

A photograph of a woman and a young boy washing their hands under a running faucet. The woman is on the left, wearing a yellow shirt, and the boy is on the right, wearing a blue shirt. They are both smiling and looking at their hands as water splashes around them. The background is a blurred outdoor setting with greenery.

People respond
to people

A photograph of a woman and a young child washing their hands at a public water tap. The water is splashing, and the scene is set outdoors with greenery in the background. The image is overlaid with a white grid that divides it into four quadrants, each containing a text box.

Great image sources:
unsplash.com

Use high-quality, evocative
images that show the context of
your work

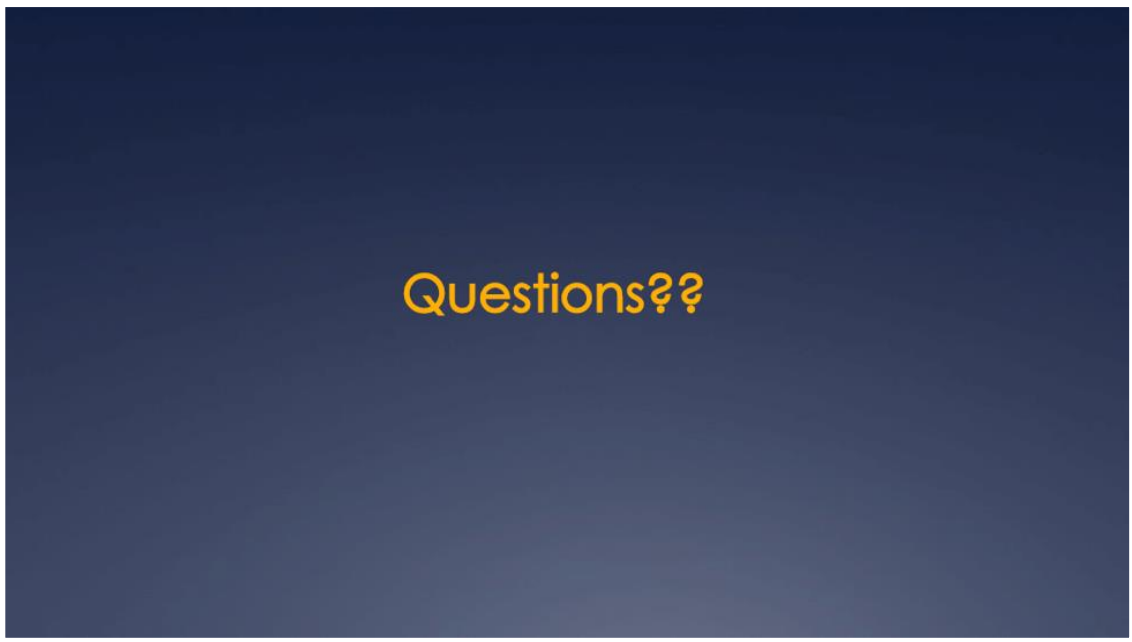
Use images of people when
possible, including of your
research team in action

Limit use of scientific images
unless absolutely necessary

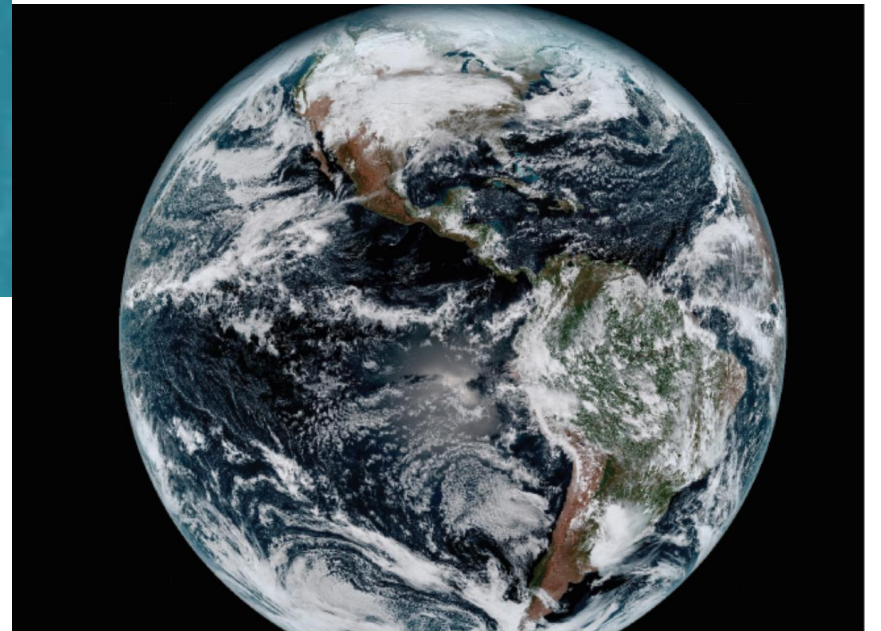
Do This



Not That



Don't Overdo It
Less is More



Be Unexpected

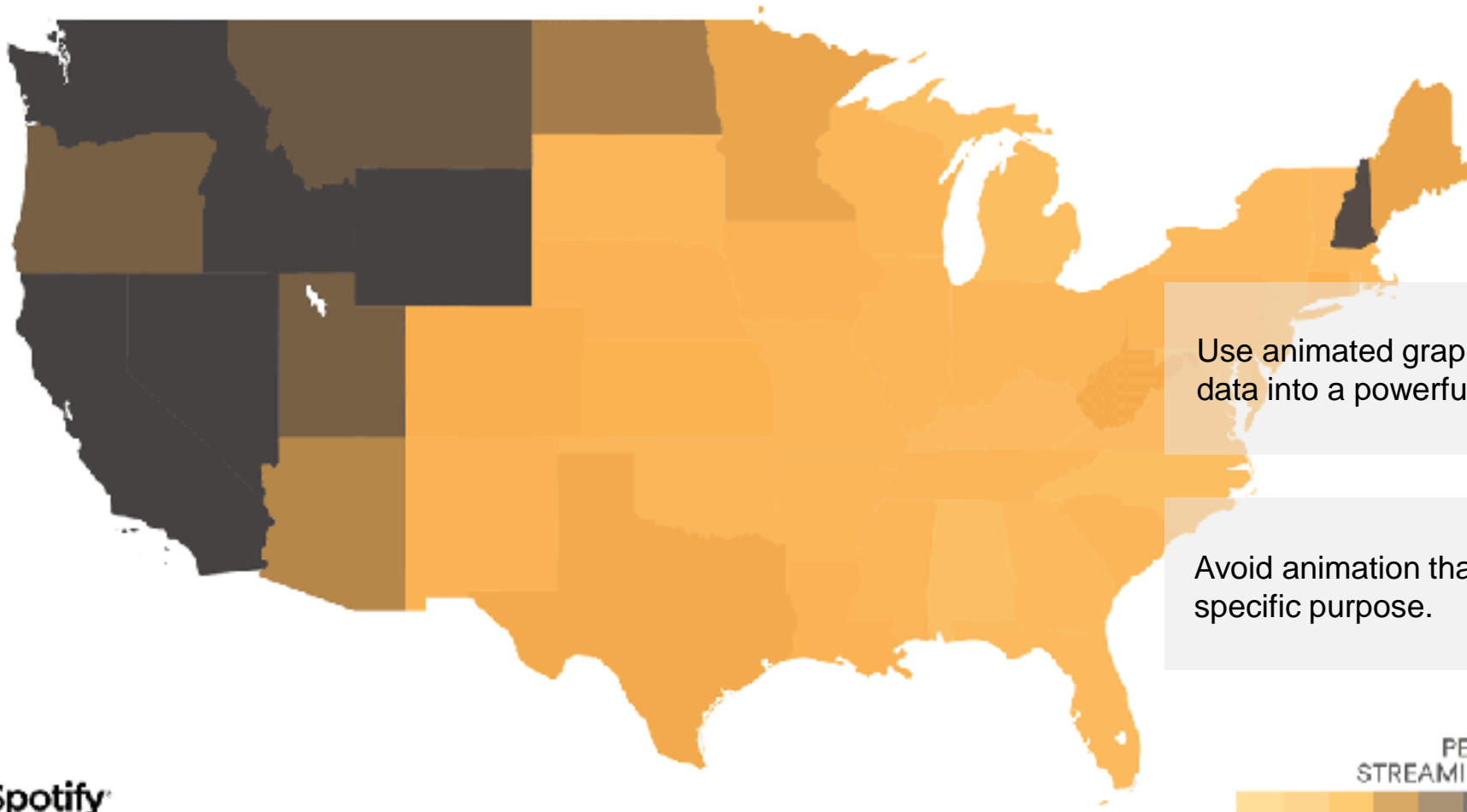
It keeps things interesting



Total Eclipse Of The Heart

PEAK US STREAMS ON THE DAY OF THE ECLIPSE, 8/21/17

12:20^{PM}
CST



Use animated graphics to turn your data into a powerful story.

Avoid animation that does not have a specific purpose.





Your Communications Team

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Any Questions?